



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Marengo, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Rural Bypasses	44.0%	Population		21,645	21,103
Rooted Rural	12.6%	Households		8,790	8,688
Southern Satellites	11.8%	Families		6,224	6,090
Modest Income Homes	9.0%	Median Age		38.3	39.7
Cozy and Comfortable	7.1%	Median Household Income		\$30,440	\$32,731

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	47	\$1,267.65	\$11,142,687
Men's	47	\$231.42	\$2,034,163
Women's	44	\$416.80	\$3,663,712
Children's	57	\$235.47	\$2,069,747
Footwear	40	\$195.57	\$1,719,047
Watches & Jewelry	53	\$118.91	\$1,045,183
Apparel Products and Services ¹	55	\$69.49	\$610,835
Computer			
Computers and Hardware for Home Use	53	\$110.87	\$974,548
Software and Accessories for Home Use	49	\$14.01	\$123,185
Entertainment & Recreation	62	\$2,295.83	\$20,180,324
Fees and Admissions	46	\$286.46	\$2,517,964
Membership Fees for Clubs ²	49	\$82.04	\$721,170
Fees for Participant Sports, excl. Trips	44	\$50.80	\$446,557
Admission to Movie/Theatre/Opera/Ballet	45	\$67.22	\$590,825
Admission to Sporting Events, excl. Trips	48	\$29.53	\$259,578
Fees for Recreational Lessons	44	\$56.52	\$496,816
Dating Services	58	\$0.34	\$3,018
TV/Video/Sound Equipment	59	\$846.34	\$7,439,304
Community Antenna or Cable TV	65	\$478.25	\$4,203,819
Televisions	51	\$150.42	\$1,322,183
VCRs, Video Cameras, and DVD Players	61	\$20.17	\$177,332
Video Cassettes and DVDs	58	\$38.01	\$334,142
Video Game Hardware and Software	57	\$20.44	\$179,697
Satellite Dishes	75	\$0.83	\$7,263
Rental of Video Cassettes and DVDs	58	\$29.29	\$257,477
Streaming/Downloaded Video	40	\$0.32	\$2,848
Sound Equipment ³	50	\$105.24	\$925,101
Rental and Repair of TV/Radio/Sound Equipment	57	\$3.35	\$29,442
Pets	73	\$323.01	\$2,839,258
Toys and Games	62	\$92.27	\$811,054
Recreational Vehicles and Fees ⁴	87	\$382.23	\$3,359,804
Sports/Recreation/Exercise Equipment ⁵	58	\$125.40	\$1,102,265
Photo Equipment and Supplies ⁶	60	\$76.27	\$670,439
Reading ⁷	57	\$163.85	\$1,440,236
Food	60	\$5,026.92	\$44,186,660
Food at Home	62	\$3,027.18	\$26,608,872
Bakery and Cereal Products	63	\$422.79	\$3,716,290
Meat, Poultry, Fish, and Eggs	63	\$771.82	\$6,784,264
Dairy Products	62	\$346.61	\$3,046,677
Fruit and Vegetables	57	\$474.65	\$4,172,146
Snacks and Other Food at Home ⁸	63	\$1,011.32	\$8,889,495
Food Away from Home	58	\$1,999.75	\$17,577,788
Alcoholic Beverages	50	\$298.55	\$2,624,211
Nonalcoholic Beverages at Home	66	\$289.78	\$2,547,185



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	39	\$395.74	\$3,478,566
Vehicle Loans	69	\$4,017.75	\$35,316,029
Health			
Nonprescription Drugs	74	\$84.09	\$739,124
Prescription Drugs	76	\$428.70	\$3,768,262
Eyeglasses and Contact Lenses	66	\$50.59	\$444,684
Home			
Mortgage Payment and Basics ⁹	51	\$4,699.47	\$41,308,374
Maintenance and Remodeling Services	50	\$1,041.78	\$9,157,268
Maintenance and Remodeling Materials ¹⁰	74	\$308.85	\$2,714,807
Utilities, Fuel, and Public Services	67	\$3,041.30	\$26,732,986
Household Furnishings and Equipment			
Household Textiles ¹¹	56	\$78.28	\$688,082
Furniture	50	\$327.94	\$2,882,602
Floor Coverings	52	\$50.83	\$446,828
Major Appliances ¹²	64	\$193.54	\$1,701,218
Housewares ¹³	52	\$49.80	\$437,708
Small Appliances	63	\$22.05	\$193,789
Luggage	46	\$4.60	\$40,426
Telephones and Accessories	49	\$21.28	\$187,016
Household Operations			
Child Care	48	\$195.26	\$1,716,363
Lawn and Garden ¹⁴	66	\$277.87	\$2,442,495
Moving/Storage/Freight Express	53	\$27.75	\$243,918
Housekeeping Supplies ¹⁵	64	\$493.68	\$4,339,461
Insurance			
Owners and Renters Insurance	68	\$335.88	\$2,952,348
Vehicle Insurance	63	\$879.04	\$7,726,773
Life/Other Insurance	67	\$382.90	\$3,365,684
Health Insurance	68	\$1,379.28	\$12,123,837
Personal Care Products ¹⁶	60	\$259.77	\$2,283,364
School Books and Supplies ¹⁷	52	\$60.78	\$534,263
Smoking Products	78	\$354.67	\$3,117,590
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	65	\$3,377.33	\$29,686,739
Gasoline and Motor Oil	70	\$1,772.44	\$15,579,767
Vehicle Maintenance and Repairs	61	\$602.72	\$5,297,926
Travel			
Airline Fares	44	\$184.29	\$1,619,952
Lodging on Trips	54	\$228.11	\$2,005,067
Auto/Truck/Van Rental on Trips	42	\$16.23	\$142,680
Food and Drink on Trips	54	\$253.96	\$2,232,329

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.